

## DAFTAR ISI

|  | Halaman   |
|--|-----------|
| Halaman Judul .....                                  | i         |
| Persetujuan Tesis .....                              | ii        |
| Pengesahan Tesis .....                               | iii       |
| Abstract .....                                       | iv        |
| Abstrak .....  | v         |
| Intisari .....                                       | vi        |
| Kata Pengantar .....                                 | viii      |
| Daftar Isi .....                                     | x         |
| Daftar Gambar .....                                  | xii       |
| Daftar Tabel .....                                   | xiii      |
| Daftar Lampiran .....                                | xiv       |
| <b>BAB I PENDAHULUAN.....</b>                        | <b>1</b>  |
| 1.1 Latar Belakang .....                             | 1         |
| 1.2 Rumusan Masalah .....                            | 6         |
| 1.3 Tujuan Penelitian .....                          | 6         |
| 1.4 Manfaat Penelitian .....                         | 7         |
| <b>BAB II KAJIAN PUSTAKA.....</b>                    | <b>8</b>  |
| 2.1 Loyalitas Pelanggan.....                         | 8         |
| 2.2 <i>Word of Mouth</i> (WOM) .....                 | 11        |
| 2.3 Citra Institusi.....                             | 12        |
| 2.4 Kepuasan Mahasiswa .....                         | 17        |
| 2.5 Nilai-Nilai Budaya Akademik Islami (BudAI) ..... | 22        |
| 2.6 Model Empirik Penelitian .....                   | 25        |
| <b>BAB III METODE PENELITIAN .....</b>               | <b>29</b> |
| 3.1 Jenis Penelitian.....                            | 29        |
| 3.2 Populasi dan Sampel .....                        | 29        |
| 3.2.1 Populasi.....                                  | 29        |
| 3.2.2 Sampel .....                                   | 30        |
| 3.3 Jenis dan Sumber Data.....                       | 32        |
| 3.3.1 Data Primer .....                              | 32        |
| 3.3.2 Data Sekunder.....                             | 32        |
| 3.4 Metode Pengumpulan Data.....                     | 32        |
| 3.5 Variabel dan Indikator .....                     | 33        |
| 3.6 Metode Analisis Data.....                        | 36        |
| <b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....</b>   | <b>41</b> |
| 4.1 Gambaran Umum Responden .....                    | 41        |
| 4.2 Deskripsi Variabel .....                         | 43        |
| 4.2.1 Citra .....                                    | 43        |
| 4.2.2 Kepuasan Mahasiswa.....                        | 44        |
| 4.2.3 <i>Word of Mouth</i> .....                     | 45        |

|   |           |
|---|-----------|
| 4.2.4 Budaya.....                                       | 46        |
| 4.2.5 Loyalitas.....                                    | 47        |
| 4.3 Pembahasan .....                                    | 47        |
| 4.3.1 Analisis Data.....                                | 47        |
| 4.3.1.1 Pengujian Outer Model (Measurement Model) ..... | 47        |
| 4.3.1.2 Pengujian Model Struktural (Inner Model).....   | 51        |
| 4.4 Pengaruh Langsung dan Tidak Langsung .....          | 61        |
| <b>BAB V PENUTUP.....</b>                               | <b>64</b> |
| 5.1 Simpulan Hasil Penelitian.....                      | 64        |
| 5.2 Implikasi Manajerial .....                          | 65        |
| 5.3 Keterbatasan Penelitian.....                        | 66        |
| 5.4 Agenda Penelitian Mendatang .....                   | 67        |
| <b>DAFTAR PUSTAKA.....</b>                              | <b>68</b> |
| <b>LAMPIRAN .....</b>                                   | <b>75</b> |